Abstract of Disclosure

A method for coating the bead seat of a wheel with a hard, rough, friction coating is disclosed. This coating is intended to prevent the tire from slipping on the rim of the wheel. The coating can be applied via several methods including thermal spray techniques. The ability to keep the tire from slipping on the wheel is particularly important for low-pressure tires, which are vulnerable to slippage during acceleration and for truck tires, which are vulnerable during braking. Furthermore, the method disclosed requires no additional mechanically attached parts and requires no special installation.